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KELLOGG'S
Great Crops of
Strawberries
and Other Fruits
1942

FEB 5 1942 ☆

Department of Agriculture



R. M. KELLOGG COMPANY
Three Rivers, Michigan



Now!

Here at last is a new money-maker for small fruit growers—a new delight for the home gardener. Cultivated Blueberries satisfy the ever-changing tastes of customers—satisfy their desire for something new and better. They will quickly buy beautiful, delicious and extra large, cultivated berries at good profit making prices.

Note the Size

of the cultivated blueberries in the picture at the left. Very often the berries do get that large. The picture is not exaggerated. It only shows what can be done with this newest of tamed fruits.

PRICES

3 plants for \$4.25

6 plants for 7.75

12 plants for 14.85

We send you three varieties properly mated. We do not accept orders any other way, as we want to be sure the plants are mated for best fruiting. Plant them in close proximity—about 5 to 7 feet apart will do.

They Grow on
Dry Land
A New Discovery

Now cultivated Blueberries can be grown on ordinary dry land. New and simplified cultural methods with mulching in place of water have been discovered—make growing easy. See paragraph headed "Easy to Grow" at right.



R. M. Kellogg Co.
Three Rivers, Mich.

Blueberries

**BLUEBERRIES
ARE THE NEWEST
TAMED FRUIT**

COME UP FROM THE BOGS TO MAKE MONEY FOR YOU

Here are the advantages of Cultivated Blueberries:

- (1) **Berries juicy, mild, and delicious.** Pulp, meaty; seeds, small.
- (2) **Berries large.** Two to three times as large as the wild varieties.
- (3) **Last a lifetime.** Long life makes them very economical to buy.
- (4) **Berries bring high prices.** 40c to 60c per quart.
- (5) **Large profitable crops.** Berries are produced in fine large clusters. Four-year-old plants will produce around 800 to 1,000 quarts per acre, bringing you an income of \$300 to \$600; older plants, more. First crop brings your money back. Fruit ripens over several weeks. Six plants enough for the average family.
- (6) **Fine for the health.**
- (7) **Ship well.** Solid and firm; they have proven their shipping qualities.
- (8) **Excellent quality.** Size and flavor is much better than wild fruit.
- (9) **Easy to grow.** The new varieties of Blueberries are easy to grow. Simply set them about 5 to 7 feet apart. Moist soil is OK, but, with mulching, they can be grown on high, dry land of most any type; wet soil not absolutely essential. Also see that soil is acid. Peat Moss will supply the acid—about one-third of a bushel to two-thirds of soil mixed in the hole before setting, around the roots. Other suppliers of acid are woodland soil, oak leaves, or aluminum sulphate.
- And don't forget mating,** several varieties should be planted. We sell Blueberries only in groups, of three different varieties, our choice, so all you need to do is plant them in close proximity, and they will be properly mated.
- (10) **Easy to pick.** Grow upright—no sprawling.
- (11) **Fine for home gardens.** All the points above make Blueberries fine for home culture as well as commercial culture.

Ornamental

Blueberries can be planted with decidedly ornamental effect. They grow ultimately six to eight feet tall, and have beautiful dark-green glossy foliage which turns to brilliant shades of red and crimson in the fall. The blooms are bell-shaped and pinkish white. Berries produced in beautiful clusters.

WE SUPPLY ONLY THREE-YEAR PLANTS

These are the best age for planting, and you should not bother with the small sorts that take several years to bear. These three-year-old plants will fruit one year after planting. Really they are four-year plants, as they have had three years in the nursery field, and one year in the cultivating bed—total four years. Fancies! Plants will come to you pruned ready for planting.

MATED PLANTS

We deal only in the leading varieties of blueberries, and furnish you with groups of three, six, or twelve plants properly selected for mating. Just plant them close to each other, and they will produce fine high grade fruit—5 to 7 feet apart.

HURRY YOUR ORDER

You should be one of the first to have Cultivated Blueberries, therefore we urge you to hurry your order and have plants reserved—no extra charge for reserving plants—just send one-third of remittance with order. You can specify approximate shipping date. We have only a limited supply, so this is important.



BOYSENBERRY

A New Table Delight and



Combined Flavor of Raspberry, Blackberry and Loganberry

Umm! Doesn't that sound delicious! Raspberries, blackberries, loganberries—all in one. You will like them for home use—and customers will like them too—**AND BUY THEM at good prices.** Here now is a new opportunity for you to make real money from only a small investment.

Few other fruits have so many advantages as this new wonder berry. Read what they are below:

(1) **NEW!** People are always looking for new taste sensations—and new berries are usually scarce—no glutted markets—you get good prices.

(2) **HUGE SIZE!** Berries approximately 2 inches by 1 inch. Just imagine the furor they will create!

(3) **NEW RICH FLAVOR!** Combined flavor of Raspberry, Blackberry and Loganberry—a new thrill for your palate—something you have never tasted before—rich, satisfying, delightful.

(4) **DOUBLE VALUE!** Can be used either for home use or market. Grown on a trellis, they take but little room. Big demand for market.

(5) **QUICK BEARING!** Fruit one year after planting. Important—they make money for you quickly.

(6) **HARDY!** We offer a strain of Boysenberries, entirely hardy in the North. Require very little winter protection. Live through severe winters.

(7) **HEALTHY!** Boysenberries are hardly subject to disease at all—a most important advantage.

(8) **UTILITY!** Have many uses—pies, preserves, canning, shortcake, cordials, or fresh from the vine—excellent for all.

PRICES

Regular Boysenberry

3 for	\$0.50
6 for	.65
12 for	1.10
25 for	1.75
50 for	2.85

Correction Our magazine ads stated, "We supply only 3-year-old plants which bear next year." This was an error that slipped by in getting ads ready for urgent magazine dead lines. We furnish *young, healthy plants* which, after all, are best. Three-year plants are worthless. The younger plants will bear next year, as stated.

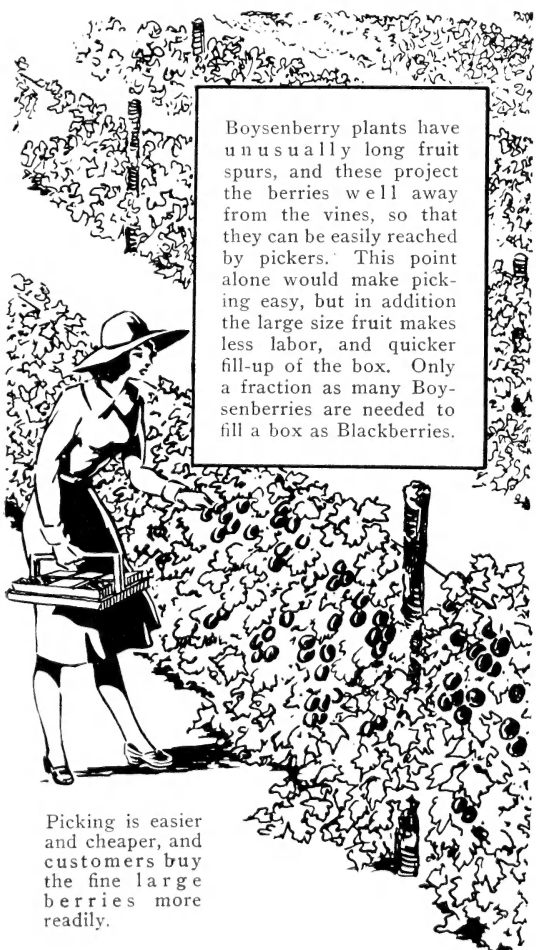
Seldom are we able to offer a berry with as many advantages as Boysenberry

Money Maker

(9) **GROW ON TRELLIS!** Boysenberries are as easy to train and manage as grapes. They are much easier to pick because of this convenient habit of growth. Again, a most important advantage.

PRICES: Standard Giant Boysenberries shown at left. 3 for 50c; 6 for 65c; 12 for \$1.10; 25 for \$1.75; 50 for \$2.85.

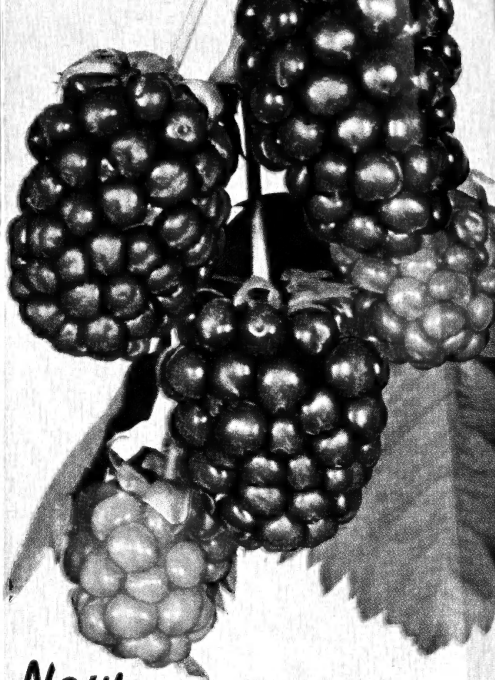
Why Easy to Pick?



Boysenberry plants have unusually long fruit spurs, and these project the berries well away from the vines, so that they can be easily reached by pickers. This point alone would make picking easy, but in addition the large size fruit makes less labor, and quicker fill-up of the box. Only a fraction as many Boysenberries are needed to fill a box as Blackberries.

Picking is easier and cheaper, and customers buy the fine large berries more readily.

THREE RIVERS, MICHIGAN



Now

THORNLESS

Boysenberry

This new thornless Boysenberry ripens about **three weeks earlier** than the regular variety. Cultural directions are the same, and, except for being somewhat smaller than the regular Boysenberry, the thornless variety has all the advantages plus the thornless advantage. Flavor of the thornless variety has more of a tang than the regular variety.

Prices, Thornless Boysenberry

1 for	\$0.60
3 for	1.35
6 for	2.50
12 for	4.50
25 for	8.00
50 for	14.25

Important: Prices above apply to the Thornless variety only. Prices of the standard Boysenberry at left.

CULTURAL NOTE

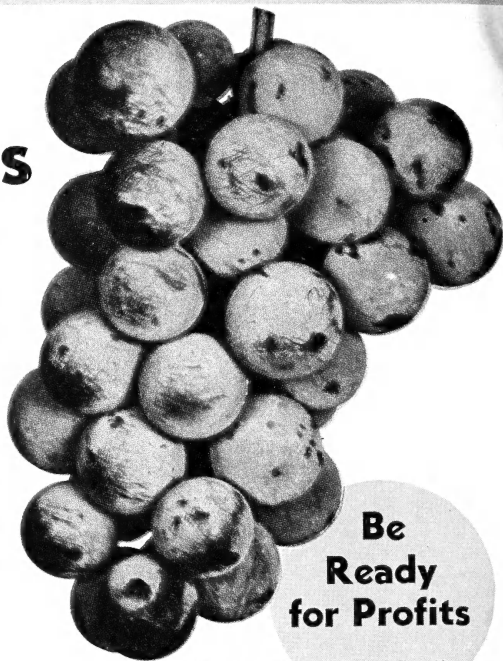
Plant all Boysenberries at least 5 to 7 feet apart, 8 to 10 feet is even better for commercial planting, and train new growth in both directions. For winter protection mulch with straw or coarse stable manure. Grow them on a trellis. Ordinary sandy loam best; good drainage.

NOW! *No Seeds!*

Seedless Concord Grapes

Who wants to chew seeds! Not you! Not I! Not your customers! If you grow these new seedless Concord Grapes for your own table, you will be delighted at their freedom from seeds—no embarrassment in disposing of them. If you grow Seedless Concord for market, your customers will be delighted, and will come back for more at good prices. This is the biggest improvement that has been made in Grapes for years.

The new Seedless Concord Grape is just like other Concord, excepting that the berries are a trifle smaller. They have the same delicious flavor as the regular Concord, the same appetizing blue-black color—the same beautiful compact bunches. **PERFECTLY HARDY.** We urge all of our customers to try the new Seedless Concord Grape. It will soon replace the regular Concord everywhere, and you will be behind the times if you do not have it. **Prices below.**



**Be
Ready
for Profits**

Prices

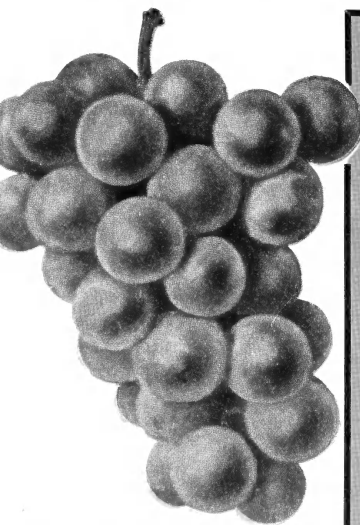
Seedless Concord Grape

1 for \$0.95 4 for \$3.55

2 for 1.85 6 for 5.25

Strong, healthy, two-year, field-grown plants.

Plant a trial order of Seedless Concord grapes this year, and know their value from your own experience. Be ready to plant heavily, with confidence, as soon as plants are available in quantities.



Cultural Note: Plant all grapes, including Golden Muscat and Seneca, on opposite page, about 8 feet apart, in good or ordinary sandy loam soil; full sun.

Other Grapes

Here are the best standard Grapes:

Caco (Red). Finest of all red Grapes. Juicy, sweet, extra early, large, long compact bunches.

Catawba (Red). Large amber-red fruit. Late.

Delaware (Red). Hardy, heavy producer, delicious, fine table Grape.

Fredonia (Black). Fine, large, plump, juicy. Two weeks earlier than Worden!

Moore's Early (Black). One of the earliest of blacks. Peculiar sweet flavor. Hardy, Prolific.

Niagara (White). Large bunches. Hardy. Succeeds everywhere. Sweet and delicious.

Portland (White). Newest white Grape. Earlier than any other

Grape. Berries larger and better than Niagara, sugary and sweet. Hardy. Productive.

Sheridan (Black). More delicious, richer, and better than Concord. One week later. Excellent keeper. Extra fine for shipping. Latest Grape known.

Worden (Black). Very hardy, healthy, and productive. Fruits early.

PRICES: All Grapes excepting Concord and Seedless Concord, 1 for 35c; 3 for 60c; 6 for 95c; 12 for \$1.75; 25 for \$3.25. Strong, 2-year plants.

CONCORD (Black). Regular variety with seeds. **PRICES:** 20c each; 3 for 38c; 6 for 55c; 12 for 95c; 25 for \$1.75.

Now **Delicious** California-type Grapes *In the North!*

How delicious those firm, meaty, California grapes are! Now, we have California type grapes for growing in the North—just as good, just as sweet, just as firm—**DELICIOUS!** Two new varieties are ready; here they are—

Golden Muscat

Golden Muscat

A cross between California Muscat and hardy Northern varieties—California Muscat flavor—Northern hardiness. Flourishes wherever Northern grapes grow.

Golden Muscat Grapes are large, beautiful and appetizing; meaty, and delicious; borne in large quantities; firm, carry well to market. Money-makers.

Again we emphasize the fine flavor—just as good as the California varieties—just as sweet—just as delicious—just as aromatic.

PRICES

Golden Muscat →
1 for \$.95
2 for 1.65
4 for 3.15
6 for 4.65

Order Now

The supply of these grapes is decidedly limited. Order early and be sure of yours. We supply strong, well-developed, two-year plants.

Seneca Skinless Grape

← **Umm!** How delicious! And how delightful that the skins of Seneca are tender and sweet! You devour them with much gusto; no problems of table etiquette here.

Seneca is the newest of the hardy California-type grapes, and has this important quality of edible skin. The flavor is sweet, melting, and delicious; vine vigorous and productive; bunches good size.

Better try a vine or two, and be ready to grow it commercially when plants can be obtained in sufficient quantities. 1942 supply decidedly limited. Not more than two plants to a customer. **PRICES:** 1 for \$1.35; 2 for \$2.50.

THREE RIVERS, MICHIGAN

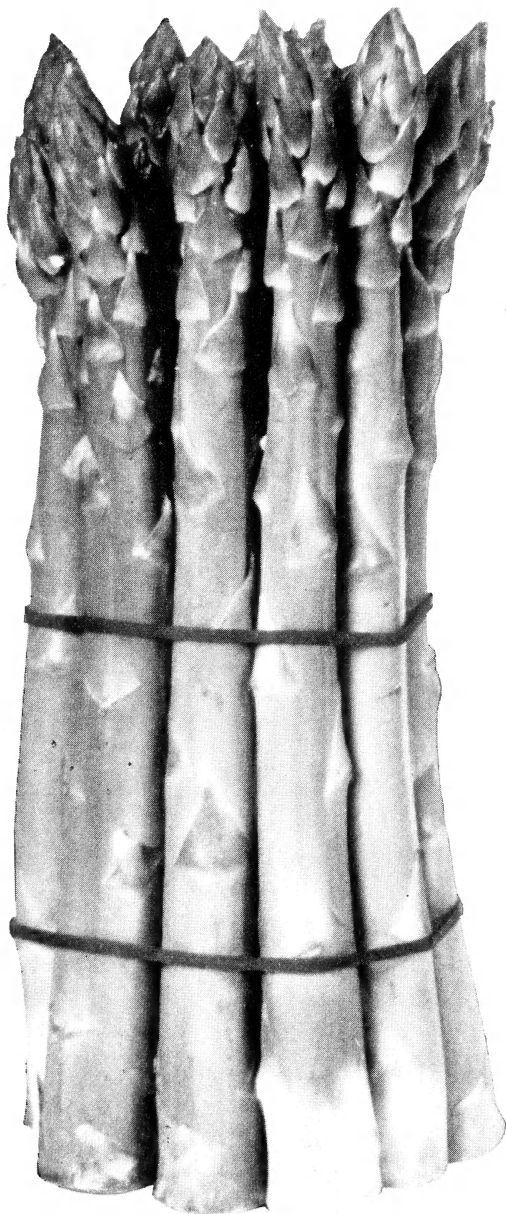
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Seneca Skinless

HARDY

These new grapes will grow in the North, anywhere that other grapes will grow.

Save A Year and Make **NEW PARADISE**



Paradise Asparagus is very similar in appearance to the Martha Washington variety. The stems are as large and as green. It is milder in taste than other varieties. Like Martha Washington it is highly resistant to rust.

It is not very often that a new opportunity for profit is offered to growers. When such an opportunity does occur, it is real news!

A NEW MONEY-MAKER

The new Paradise Asparagus is of particular interest not only because it is such a fine strong grower, but because of the great profit making possibilities it offers.

Here we have a better asparagus that grows a larger crop a full year earlier, and continues to produce heavier crops year after year.

THAT MEANS returns one year sooner, and larger returns each year after that.

IT MEANS that the land is not tied up without income during the extra year required to bring ordinary asparagus to a profitable crop.

IT MEANS more profit in less time.

GREATER SALABILITY

Added to this is the fact that Paradise Asparagus is ideally suited for freezing. With the present decided trend toward freezing fruits and vegetables for the market, this quality means greater salability.

Here is a rare chance for growers to capitalize on a NEW item—a chance that offers greater profit possibilities from asparagus than is possible with any other variety.

Cultural Directions

Plant Paradise Asparagus plants in a furrow 6 to 10 inches deep, and space the roots 20 to 24 inches apart in the row. Rows should be 3 to 4 feet apart. When the plants are set, cover only about 2 inches deep. As they grow, work more dirt to them until the furrow is filled. This gets the crowns down deep, so they will not be injured by cutting. Allow the plants to fern (grow tall tops) each Summer and Fall, to permit them to recuperate and be ready for cutting the following Spring.

R. M. Kellogg Co.
Three Rivers, Mich.

More Money ASPARAGUS



Huge Crisp Stalks

This sensational new variety produces more heavily throughout its life than other varieties, and the stalks are large crisp and tender, with exceptionally fine flavor. **Only six or eight stalks required to the pound.** One-year-old plants have shown stems as large and stalky as ordinary two or three year old asparagus, and production was heavier than the usual two-year-old fields. Growers say that it produces twice as much as ordinary asparagus.

One Year Earlier

Paradise Asparagus set out in the spring grows rapidly, developing extra large plants, as shown in the photograph at the left, **that same year.** When it is known that Paradise asparagus actually comes into production **one year earlier** than any other variety, it is easy to understand why this fine new type is causing such a sensation. Paradise is a new and better variety that will take the country by storm.

Long Lasting

Paradise Asparagus not only starts production earlier than other varieties, but continues year after year, bearing larger crops all the time. Some growers say it produces twice the crop that ordinary asparagus does. Has an unusually pleasant flavor, milder than ordinary asparagus. Paradise is an excellent variety for home gardens, commercial growers, and shippers.

Prices—Paradise Asparagus Plants

Order your Paradise Asparagus this year, and be ahead of the parade. Here are our prices for strong, healthy, one-year-old plants.

12—\$.50	50—\$.95	200—\$2.85
25— .65	100— 1.60	500— 5.25
	1000— 9.75	

Washington **RUST PROOF** ASPARAGUS

Asparagus takes such an exceedingly small amount of care and is such a consistent money-maker, that we unhesitatingly recommend it as one of the best cash crops you can plant. Customers will pay premium prices for the juicy, delectable stalks from your rustproof Martha Washington variety.

Produces Year After Year

The small amount of care is a great advantage. Once Asparagus is planted, it comes up year after year with scarcely any attention, and is exceptionally easy to harvest and market.

RUST PROOF

We furnish the Washington Giant rust-proof variety. This is remarkably free from disease and produces unusually large crops; and the stalks are unusually tender and juicy. You will get plump stalks in one year from planting, and it will continue to produce for about twenty years. Cultural instructions at left.

WASHINGTON PRICES

We furnish both one-and two-year roots at the following prices:

	1-yr.	2-yr.		1-yr.	2-yr.
12 for	\$.35	\$.55	200 for	\$1.95	\$2.85
25 for	.45	.70	500 for	3.50	5.25
50 for	.65	1.05	1000 for	5.75	8.50
100 for	1.15	1.75	2000 for	11.25	16.50

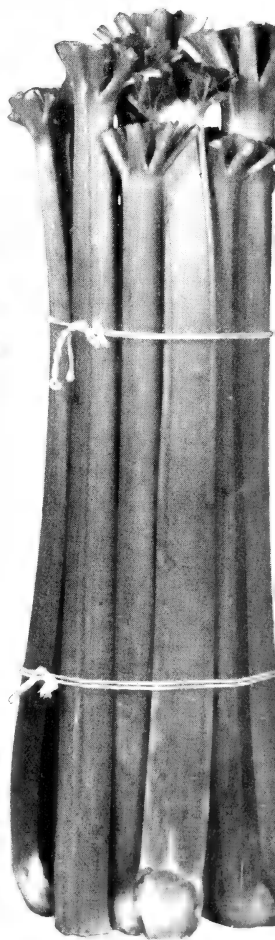
GIANT VICTORIA RHUBARB

Few vegetables are as healthful and appetizing as Rhubarb, and few are more profitable. Very easy to grow—practically takes care of itself once it is established. We offer the Giant Victoria red variety that everyone likes so well. Stalks extra large, roots extra strong. Our prices this year are exceedingly low.

PRICES:

Victoria Rhubarb

6 for	\$.65
12 for	1.00
25 for	1.79
50 for	2.69
75 for	3.85
100 for	4.95
500 for	22.50
1000 for	44.50
2000 for	88.50





Join the

Above is the trade-mark which has meant so much to strawberry growers for over 50 years. Only Kellogg plants can be identified by this trade-mark. These customers, whose letters appear here know from experience what Kellogg plants can do.



N. C. ADKINS

Note:—Mr. Adkins had 1,000 Premier, 100 Dorsett, 100 Fairfax—picked 1300 quarts fancy berries—letter above right.

"The strawberry plants we bought from you did extra well. The Premier did the best. I have never seen plants bear so many large fancy berries. We had 12 rows 150 feet long that bore 13 hundred quarts."—N. C. Adkins, Michigan.



Above is picture of T. LEA CAIRNS, who finds Kellogg plants best after 20 years' experience. See letter at left.

Best In 20 Years of Planting

(See picture of Mr. Cairns at right)

"I have been in my present location for twenty-five years, and in that time I have set out an average of one hundred strawberry plants, 20 out of the 25 years I've been here, and have got my plants from Arkansas to Michigan. Probably a dozen different plant growers. I found your Premier strawberry the best for this country and your plants were the best that I ever received. Well rooted and 98% of them lived."—T. Lea Cairns, Kansas.

They've Got to Be Kellogg's

"Premier is the best variety for me. Not Premier alone but Kellogg's Premier. I have tried Premier from several nurseries but find yours most satisfactory; they produce more, are larger and the season lasts longer. Am glad to speak a good word for your company."—La Rue Dyre, Indiana.

40 Years—No Failure

"We have been getting our strawberries from you for 40 years and never had a failure. Your plants can't be beat. They are full of life. No one will go wrong if they get their plants from Kellogg's."—Edgar W. Day, Illinois.

40 Quarts or 136—Which?

"Several years ago I planted 100 Kellogg's Premier and picked 136 quarts the following year. The same year a friend of mine with the same kind of soil (limestone) bought 100 Premier from a firm in he picked about 40 quarts from his. I wanted him to order Kellogg's plants but as he

could buy them there at less money he would not. Of course, he was the loser. I find it always pays to buy Kellogg's plants."—C. C. Rote, Pennsylvania.

"Thar's Gold in Them Thar" Kellogg Plants

"Of the 1,000 plants I ordered from you, every one grew. Some of our neighbors and myself bought 200 plants from another company, paying as much for them as I paid for 1,000 plants from you, and about 10 plants grew out of the bunch.

"I received over 1,200 quarts from my patch. They are firm and solid. Most of the other berries down here were small and nothing to them, but mine were big, juicy, and looked well."—Marlin Gunderson, Iowa.

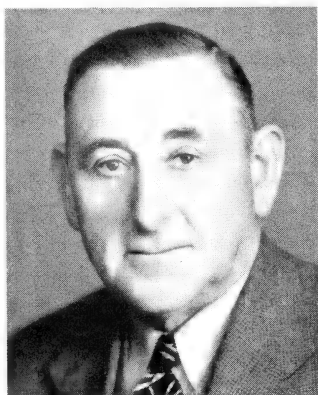
**Send Your Orders to
R. M. Kellogg Company
Three Rivers, Mich.**

MoneyMakers

Extra care, careful selection of mother plants and extra money spent by Kellogg's in the nursery does produce more productive strawberry plants. The experiences of Kellogg customers prove it. Here are only a very few letters out of the many hundreds that we have in our files.

2,000 Plants—2,000 Quarts

"I have tried many different kinds of berries but Premiers are the best. Two years ago I set 2,000 plants, the following year I picked 2,000 quarts."—August Schultz, Michigan.



\$1,000 FROM ONE ACRE
JAMES R. FAUSETT, of Indiana
(Picture above) made a real
profit from 6,000 plants.
Read his letter below.



AUGUST SCHULTZ
2,000 quarts from 2,000 plants is
the yield obtained by AUGUST
SCHULTZ. Mr. Schultz's
letter at top of page.

"Kellogg plants are fine healthy plants. I bought 600 and this past summer I sold 500 quarts from 15 to 25 cents per quart, mostly 25c."—PRESTON W. BUFFINTON, Rhode Island. (Picture below)



6000 Plants Bring \$1000.00

"I have had good luck with Premier this past season. I sold over \$1,000.00 of Premier berries. I bought of you 6,000 plants. Average price received was 12½c per quart, and had 335 crates. From now on I will set only Premier plants."—James R. Fausett, Indiana.

**THIS SPACE
RESERVED
FOR YOU!**

Once you have bought Kellogg plants and experienced their fine fruitfulness, you too will have many nice things to say about them. This space is for your letter. Or if you don't care to write a letter, tell your neighbors and friends, as many others do. Just give Kellogg plants a trial and we know that you will make just as good profits as these others have made.

Kellogg's **EVERBEARING**

Now Making Good as Money Makers



Gem is the money-making everbearing strawberry. Yes, Gem Everbearing strawberries are **SOLID**, and carry well to market. They are well-shaped, well-colored, and well-flavored.

Kellogg's

GEM

Gem is the everbearing variety that competes with June varieties on all points, and in addition fruits in the fall.

The plants are healthy, hardy, drought resistant, productive and easily grown. Gem outyields many standard varieties in June and in addition produces an excellent crop in the fall. Now the leading Everbearer.

Grow Gem in narrow rows for best results. Does not require mating.

GEM PRICES

25 for	\$0.70
50 for	1.15
100 for	1.60
300 for	3.45
500 for	5.25
1,000 for	9.25

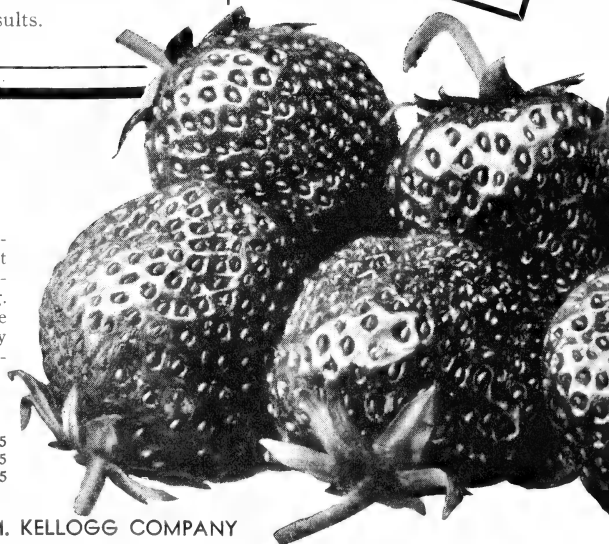
MASTODON

Everbearer

Huge size gave Mastodon its name. High-quality, well-flavored, attractive fruit made it outlast all others. Mastodon has had the longest run of any everbearer; and still going strong. Hardy; vigorous; heavy-yielder of extra large bright, red berries, of splendid flavor. Easily grown. Narrow rows are best. Does not require mating.

MASTODON PRICES

25 for	\$ 0.90	100 for	2.10	400 for	5.75
50 for	1.55	200 for	3.35	500 for	6.85
75 for	1.85	300 for	4.55	1,000 for	12.95



STRAWBERRIES

*Big
Sweet*

Wayzata Everbearer

CULTURAL NOTE:—Everbearers, because they do not make as many runners as standard varieties, can be planted more closely. Many make the rows 30 inches apart, and plants 15 inches apart in the row; thus your plants occupy less ground, and are easier to manage. Wayzata, especially should be planted more closely. Keep all blossoms off until the first of July the first year for all everbearers.

Wayzata is the sweetest, most delicious, and most sugary of all everbearers and also the most persistent fruiter—bears heavily first year. August to nearly November first. Two large crops second year.

Berries are extra large, very dark red, finely shaped. Bring good prices.

Plants are tall, bushy and healthy, and make only enough runners for a good fruiting row—easy to control. Berries firm and solid and stand marketing well like standard varieties.

PRICES

25	\$ 2.00	200	\$ 9.90
50	3.50	300	14.00
75	4.35	500	22.00
100	5.25	1,000	36.00



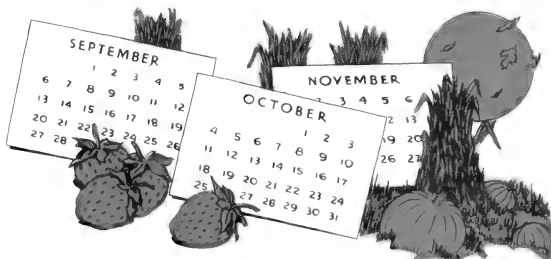
Kellogg's

**200
PLANTS**

Special Price
\$2.85

Everbearing Garden

This garden is composed of 200 Everbearing plants—no June bearers—100 Kellogg's Gem and 100 Kellogg's Mastodon, and will produce all the berries your family can eat. Remember that the everbearers not only fruit in the fall but also in June. The best garden for fresh-from-the-vine eating. \$3.70 value.



THREE RIVERS, MICHIGAN

PRICES

25 for	\$0.55
50 for	.95
100 for	1.30
200 for	2.05
300 for	2.70
500 for	4.00
1,000 for	7.00

Strawberries That Have

Kellogg's

For proper fruiting of Kellogg's Big Late, plant in alternate rows with Kellogg's Beauty. Highly fruitful, highly profitable when grown this way.

Big Late

QUESTION—Why is Big Late a money-maker?

ANSWER—Because it fruits late when strawberries are scarce, and in demand at good prices. One customer writes: "More than \$1,200.00 from one-half acre."

And another answer is that Big Late berries are borne on tall, strong, upright fruiting stalks, well above the sand and dirt—Big Late berries are **CLEAN** for your customers!

SWEET! DELICIOUS! Customers want more. Beautiful; medium, dark-red clear through. Plants healthy and vigorous, easy to grow. Grow Big Late by any system; but prefer narrow rows. Prices just above picture.



Strawberry Bargains

CULTURAL

NOTE:—Plant strawberries in rows 3 feet apart, and space them 2 feet apart in the row. Avoid lime; ordinary moisture requirements; plant in full sun.

The three varieties listed here are bargains. They are easy to grow in the nursery, hence can be sold at low prices—but do not believe they are inferior in quality. They are all big producers of fine money-making fruit.

Senator Dunlap This variety grows itself, mates itself, and produces big crops of large, well-shaped, beautiful berries. Berries are fine fresh from the vine, and especially fine for canning; housewives and canning factories both find them ideal. A good shipper. Grow in narrow rows for best results. Mid-season, June-bearing, bi-sexual.

Blakemore A big, hardy, strong grower; produces big crops of large, round, sparkling, solid berries. Solid red from surface to center. Exceedingly beautiful. Excellent for home garden or for market. Grow in narrow rows for best results; does not require mating.

Catskill The extra large size of the berries is the feature of Catskill; really huge. Color is brilliant red with bright green calyx—very showy—excellent seller. Plants vigorous and exceedingly productive. Grow in narrow rows for best results; does not require mating.



PRICES

Senator Dunlap, Blakemore, Catskill.

25 for	...	\$0.55
50 for90
100 for	...	1.15
200 for	...	1.75
500 for	...	3.55
1,000 for	...	6.00

Attained Leadership

Two Money Makers

The three strawberry varieties described on this page have attained enviable leadership. They are all money-makers. They range from early to late.

Dorsett

(Bi-Sexual—Does not require mating). A big solid beauty that is one of the very best money-makers—profits up to \$1,000.00 per acre. Extra early, but immune to frost, drought, and excessive rain. Fruits extra early to late. Berries keep, ship and hold color well. Deliciously sweet, fine canner.

Fairfax

(Bi-Sexual—Does not require mating). Fairfax is just as good as Dorsett but slightly later in fruiting—resistant to frost and disease—succeeds anywhere. Berries are deep red clear through, firm and solid and bring high prices on any market—will attract the customers away from the cheap shipped-in berries.

Prices Dorsett and Fairfax

25 for	\$0.55	100 for	\$1.25	500 for	\$3.85
50 for90	200 for	1.95	1,000 for	6.50
		300 for	2.55		

Kellogg's

Beauty

This is a strawberry that keeps well, sells well, looks well, grows well. Kellogg's Beauty is a strawberry that will make you money, and home growers will love it in their gardens.

The berries are big, sparkling and delicious. Beautiful, bright red in color. Solid, firm; carry well to market.

Kellogg's Beauty is the best of all strawberries for keeping.

Kellogg's Beauty will give you beauty, quality, quantity, and profit. It is all you can wish for in a strawberry.

Kellogg's Beauty is the best medium-late strawberry ever grown. Tall, upright, hardy grower. Heavy yielder of extra large round glossy berries that are unusually solid—extra fine shipper. Prices below, left.

Bi-sexual; does not require mating. Grow in narrow rows for best result.

PRICES

25 for	\$0.60
50 for	1.00
75 for	1.15
100 for	1.35
300 for	2.85
500 for	4.35
1,000 for	7.50

Kellogg



CULTURAL NOTE: Plant strawberry plants in rows 3 feet apart, and space them 2 feet apart in the row. Avoid lime; ordinary moisture requirements; plant in full sun.

Out-yields All Others

"I like the Premier the best of any I have raised. They extend over a longer picking period and far out-yield any other berry."
—Enos Eikenberry, Ohio.

PREMIER—The Twelve Point Variety—Here

- (1) **Extra early.** No worth-while variety fruits earlier. High prices—more profit.
- (2) **Resists frost.** Very essential with an early variety. Frost hardly touches Kellogg's Premier.
- (3) **Fruits long.** Nearly as late as most other varieties. Berries hold up well throughout the season.
- (4) **Extra large.** Size attracts attention of buyers, big profits.
- (5) **Well shaped.** See picture.
- (6) **Solid.** One of the best market varieties. Ships well for long distances.
- (7) **Healthy.** Seldom touched by disease. Foliage is tough, dark green, glistening and leathery.
- (8) **Beautifully colored.** Red clear through. Buyers' delight.




Kellogg's PREMIER

The Best of them All

We once went through our testimonial letters and found that over two-thirds of them referred to Kellogg's Premier.

Bi-Sexual—Does Not Require Mating



Kellogg's Premier is without a doubt the best strawberry ever known. We introduced it in 1915, and since then it has spread like wildfire to every part of the United States and Canada and many parts of the world where strawberries are grown. Now by far the largest selling strawberry variety. Kellogg's Premier has more good points than any other variety. Its twelve good points are listed in detail below.

If you should tell us that you wanted to plant only one variety and should ask us what variety to plant, we would unhesitatingly say, "By all means plant Kellogg's Premier." We have more testimonials on the profit made from Kellogg's Premier than any other variety. Hitch your wagon to Kellogg Premier's star and it will show you the way to bigger profits and complete satisfaction.

These are the Twelve Points

- tion, (9) **Best for preserving.** Retains shape and color.
- t va- (10) **Easy to grow.** Withstands drought, excess moisture, does well under all conditions.
- dis- (11) **Bi-sexual.** Does not require mating.
- ear (12) **Delicious.** A fine table berry. Makes customers come back again and again—profit for you.

PRICES	
25 for	\$0.60
50 for	1.05
100 for	1.40
200 for	2.25
300 for	3.00
500 for	4.55
1,000 for	7.75

THREE RIVERS, MICHIGAN

Kellogg's

Strawberry



Don't let war-time economy catch you napping. Have a strawberry garden of your own, and have all the delicious, garden-fresh strawberries you

Big Variety Garden

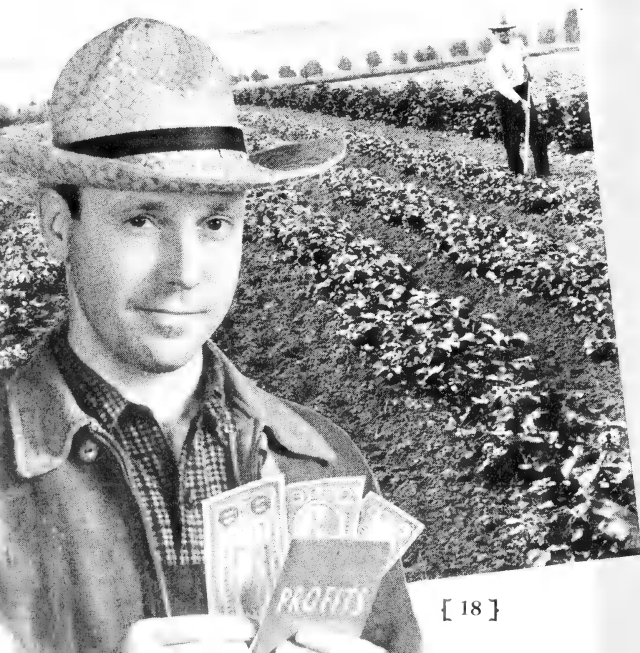
\$6.10 Value for \$3.35

You get all varieties except Wayzata. Each variety will be labeled. Very large saving in price.

25 Gem	\$0.70
25 Mastodon90
25 Dorsett55
25 Fairfax55
25 Premier60
25 Big Late55
25 Catskill55
25 Dunlap55
25 Blakemore55
25 Beauty60

Total Value	\$6.10
Special Price	\$3.35
You Save	\$2.75

Kellogg's Big Four Garden (below) will give you your start in the strawberry business. It will give you your initial experience in strawberry growing, plus a good profit.



Big 4 Garden 400 Plants \$3.75

100 Premier	\$1.40
100 Fairfax	1.25
100 Big Late	1.30
100 Dorsett	1.25

Total Value	\$5.20
Special Price	\$3.75
You Save	\$1.45

Gardens

can eat. Chances are they'll be better than any you can buy. Many people make good profits from their Kellogg strawberry gardens.

Family Garden 100 Plants \$1.65

All the delicious strawberries that an average family can eat. Four fine varieties as follows:

25 Dunlap	\$0.55
25 Big Late55
25 Premier60
25 Dorsett55

Total Value	\$2.25
Special Price	\$1.65
You Save	\$.60

50-50 Garden June and Fall 200 Plants \$3.45

Half Everbearers, half June-bearers—a \$4.65 value for only \$3.45.

50 Catskill	\$0.90
50 Premier	1.05
50 Mastodon	1.55
50 Gem	1.15

Total Value	\$4.65
Special Price	\$3.45
You Save	\$1.20

THREE RIVERS, MICHIGAN

STRAWBERRY DAINTIES — FREE

Strawberries can be prepared in many delicious ways! Mrs. Beatty, a noted cook, had prepared a booklet exclusively of strawberry recipes, for which she was particularly noted. Every purchaser of a Kellogg's garden can have one free by asking for it. Just say "Strawberry Dainties" on your order.



Every family should have a strawberry garden. The two on this page are particularly fine for family use—all the nice fresh berries you can eat, including some to can or sell.



Apple

We are here especially careful in selecting apple trees for Kellogg customers. We select only first class, rigidly inspected trees, true to name and especially bred for hardiness and productiveness. Your apple orchard is an investment. We furnish only trees that will bring you a good return on your money when they come into bearing.

Plant apple trees 32 to 40 feet apart, in good, rich, well-drained soil.

Anoka

Early **ANOKA** Apple

One year after planting you will receive enough apples for eating purposes, and in two years you will receive your first large, full-sized crop. What other Apple will duplicate this performance?

Anoka bears in July and August—the earliest fruiting apple known. Apple pie, Apple dumplings, and cool, sweet eating apples right in midsummer.

Prolific Fruiter. Professor Hansen, head of the Department of Horticulture, State College, South Dakota, says: "Anoka is a heavy annual bearer under ordinary circumstances. It bears after one year in the nursery. John Robertson, orchardist, of Hot Springs, South Dakota, sent me a photograph of his Anoka apple tree, 7 feet high, bearing 2 bushels of apples."

Perfectly Hardy. Will survive all winters. Originated in the Dakotas where it gets really cold; it just has to be hardy!

Eight Big Crops of Apples at only ten years old is the wonderful record Anoka has made. Fruit better than such varieties as Duchess—a fine early summer eating apple. Apples good size, well formed, beautifully colored, well flavored. Beautiful, upright grower.

**SPRING
1942**

The first year is the only year that the Anoka does not bear fruit.

**JULY
1943**

You receive some apples one year after planting.

**JULY
1944**

And now — only two years after planting—you receive a big full-sized crop.

Bears quickly—one year after planting—earliest and heaviest bearing apple in the world—8 crops of apples at only 10 years old—hardy in all climates—highest quality, delicious fruit.

Anoka Prices

2-year trees, 7/16 in. to 9/16 in. caliper

1 for	\$0.75
2 for	1.35
3 for	1.85
10 for	4.50
25 for	10.50
50 for	19.25
100 for	35.00



Trees that are Fruitful

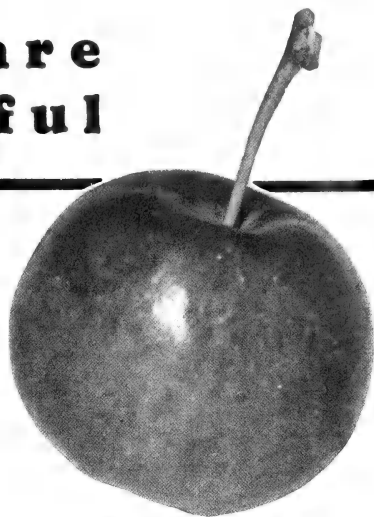
Standard Apple Trees

All Kellogg apple trees are first class, rigidly inspected trees, true to name and especially selected for hardiness and productiveness. Apple trees should be planted 32 to 40 feet apart.

BALDWIN. Large, bright red, faint specks. Juicy and acid. November and December.

BEACON. This is a new early apple. New Beacon ripens with Duchess, or just a few days later, and will keep for a month even without cold storage. Beautiful dark red color. Excellent for cooking or eating. Trees vigorous, productive and hardy. Usually brings much higher prices than other apples.

DARK RED DELICIOUS. Deep, deep, rich red; juicy and



Hyslop Crab

good. Plant Dark Red Delicious and reap extra profit. Sturdy.

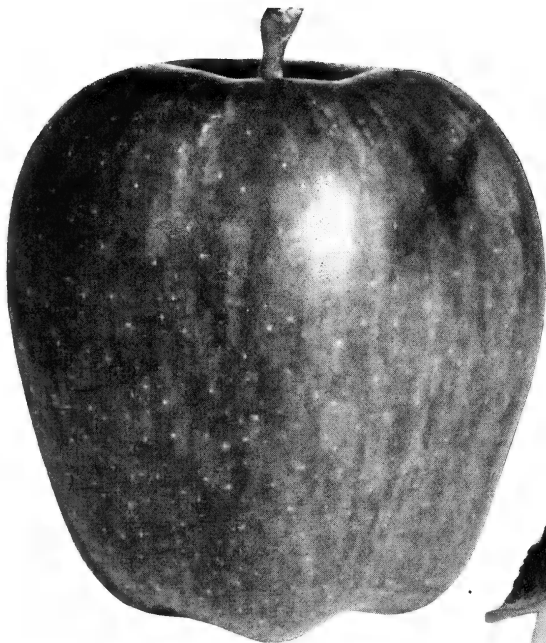
DARK RED JONATHAN. Prolific. Bears while real young. November.

DARK RED NORTHERN SPY. Genuine Northern Spy or vivid red. Extra good keeper and shipper.

HYSLOP CRAB. Large fruit. All-over red. August.

MCINTOSH RED. Large crimson fruit, slightly acid. Extra good keeper and shipper. October.

WEALTHY. August and September. Fruit medium size, pale yellow color, some red stripes. Fine quality.



Dark Red Delicious

WINESAP. Heavy bearer, rich juicy fruit. Red. Aromatic. November and December.

YELLOW TRANSPARENT. Very early. Large, yellow. Flesh white. July.

PRICES

2-year trees, 7/16 to 9/16 in. caliper

1 for . . .	\$0.75	10 for . . .	\$ 4.50
2 for . . .	1.35	25 for . . .	10.50
3 for . . .	1.85	50 for . . .	19.25
100 for	\$35.00		



Yellow Transparent



HALEHAVEN

Early Peach

Halehaven is today's outstanding Peach. That's because it is a cross between the famous J. H. Hale and South Haven varieties. It is the grand champion from two great champions.

Two weeks earlier than Elberta

Halehaven Peach being early and frost-resistant, takes the same important position among Peaches that Kellogg's Premier occupies among Strawberries. Frost does not seem to bother it—heavy yielding—two weeks earlier than Elberta—a great money-maker.

Fruit, beautifully colored; beautifully shaped; flesh, thick, wholesome, delicious. **PERFECT FREESTONE.**

Often bears second year after planting. Prices same as other peaches. See prices at left.

PRICES ALL PEACH TREES

1-yr., 7/16-in. caliper

1 for \$.65	25 for \$ 8.95
3 for 1.60	50 for 16.35
10 for 3.85	100 for 29.75

Important Cultural Note

Plant Peaches 18 to 20 feet apart in ordinary well-drained sandy loam soil.

OTHER PEACHES

CHAMPION. Best early white-fleshed freestone. Rich and juicy. Highly colored cheek. August.

EARLY CRAWFORD. Magnificent large, yellow freestone. Delicious. Fine canner. Early September.

ELBERTA. Large, oval-shaped, yellow freestone. Red cheek. Prolific, hardy. Mid-September.

J. H. HALE. Flesh yellow and sweet. Good canner and shipper. Largest commercial freestone. Early September.

SOUTH HAVEN. Fine flavor. Flesh yellow, sweet. Showy exterior—early. Freestone. September 1st.

FOR QUICK PROFITS

Plant Strawberry plants between your rows of Peach trees in a new orchard. Strawberries will give you a profit while you are waiting for the trees to come into bearing. About three rows of Strawberries can be planted between each two rows of Peach trees.

FERTILE HALE PEACH

Plant Patent No. 175. Large, beautiful freestone, destined to be a leading money-maker. Flesh yellow, firm, well flavored. Trees vigorous and productive. An outstanding achievement in Peach breeding. A little later than Elberta. Every orchardist should try a few. **Prices above.**

COPE'S Seedless Pear

Plant Pear trees 18 to 20 feet apart. Ordinary soil will do, but clay loam is best.

New Seedless Pear

Here is a new Pear that you can eat from top to bottom—no seeds—no core! What a wonderful innovation!

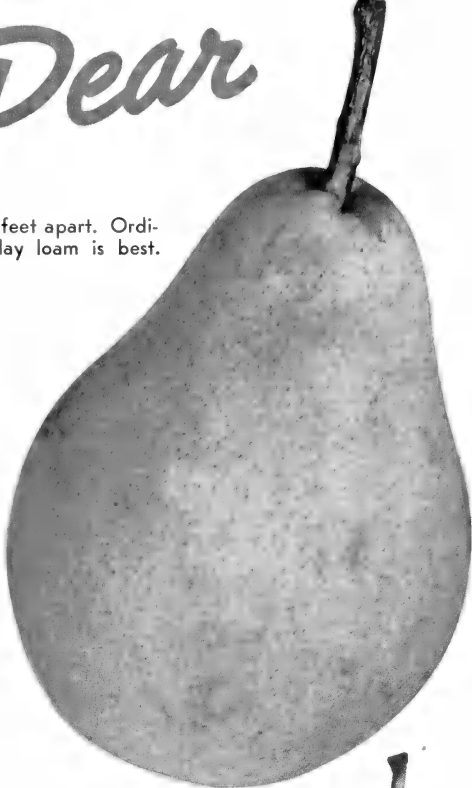
And in addition, Cope's New Seedless Pear is remarkably free from blight. In flavor, size, shape, and color, Cope's Seedless Pear is very similar to Bartlett—just does not have seeds or core.

Starts producing in three years, and usually gives full crop in five years. Ripe ten days after Bartlett, when good Pears are scarce, hence it brings good prices on the market, and will be a delight on the table.

Don't fail to order some Cope's Seedless Pears. Prices: 2½ to 3 ft., well-branched trees, 1 for \$1.50; 2 for \$2.50; 3 for \$3.50; 6 for \$5.50; 25 or more at 85c each.

For Quick Profits

Plant strawberries between your pear trees—about three rows of strawberries between each two rows of pears.



Seedless Pear

OTHER PEARS

We offer the four most valuable in standard varieties of Pears. All Pears are well branched trees, 7/16-in. caliper or larger.

BARTLETT. Large, juicy, rich flavored. Fine to eat out of hand, universally recognized as best canning Pear. Tree strong grower and prolific bearer. Bears in September.

CLAPP'S FAVORITE. Very large and handsome Pear. Yellow with red cheek. The best of the large early Pears. Fair canner if picked before too ripe. Bears August.

KIEFFER. Large yellow Pear noted for its keeping quality. Tree very fast grower and bears young. Bears Oct.-Nov.

SECKEL. Small fruit, light russet, with red cheek. Very sweet and fine grained. Used extensively for pickling. Bears October.

PRICES (All Pears except Seedless): 1 for \$.85; 2 for \$1.45; 3 for \$1.85; 10 for \$4.95; 25 for \$11.75; 50 for \$21.00; 100 for \$39.50.

Orange Quince

Every home owner should have a Quince tree for jellies, preserves, Quince honey and other uses. Also fine profit makers. Trees are hardy.

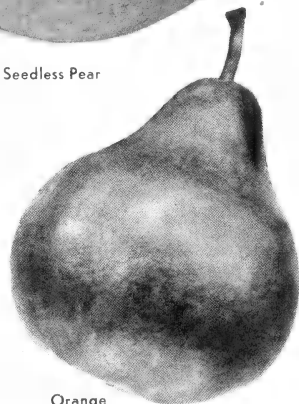
QUINCE TREE PRICES: 7/16 in. caliper or larger, 1 for \$1.05; 2 for \$1.75; 3 for \$2.45; 6 for \$4.50; 10 for \$6.25; 25 for \$14.75.

Apricot

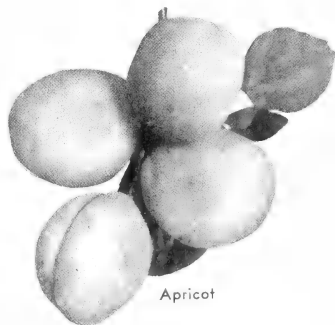
Hardy in North. Intermediate between peach and plum. Delicious and easy to grow. Very profitable on the market. Orchardist, try Apricots. Home owner, have a couple in your back yard. Grown same as Plums, but it is best to give a northern exposure, which makes it bloom late, thus avoiding any late frosts.

PRICES:
All trees 7/16 in. caliper or larger

1 for \$1.05; 2 for \$1.75; 3 for \$2.45; 6 for \$4.50; 10 for \$6.25; 25 for \$14.75.



Orange Quince



Apricot

Cherry Trees

Plant all Cherry trees in good, well-drained soil, 18 to 22 feet apart. Strawberries can be planted between the rows for early profits.

Black
Tartarian
Sweet Cherry

Montmorency
Sour Cherry

Sweet Cherries

BLACK TARTARIAN. Large, rich, black, sweet, delectable, June.

ROYAL ANNE. Large, pale yellow, delicious. Red cheeks. Firm flesh. July.

SCHMIDT'S BIGARREAU. Large, black, dark flesh. July.

WINDSOR. Large, dark red. Late July.

PRICES: All Sweet Cherry trees, 7/16 in. caliper, 1 for \$1.05; 2 for \$1.85; 3 for \$2.50; 10 for \$6.50; 25 for \$15.50; 50 for \$30.00; 100 for \$59.50.

Plum Trees

Five Leading Varieties of Plums

SUPERIOR. This is a new variety that produces very large fruit with firm flesh, beautiful red in coloring, and delicious in flavor. Peels easily just like a peach. Exceedingly hardy. Easy to grow, strong and healthy. Exceedingly good market variety. Flesh a rich yellow.

BURBANK. Tree grows rather flat, which makes picking easy. Very hardy and bears at an early age. Fruit large, red. Late August.

FELLENBERG. (Italian.) Good-sized purple Plum. A good canner and ideal for drying. September.

GREEN GAGE. Always a favorite, either for canning or table. High sugar content. September.

LOMBARD. Medium size. Fruit red. Very productive. This is a leading market variety and is grown extensively wherever Plums are known. Late August.

PLUM TREE PRICES

Finely branched 7/16 to 9/16 inch caliper

1 for	\$.95	10 for	\$ 5.45
3 for	2.00	25 for	12.95
	50 for	23.00	
	100 for	41.00	

Plant Plum trees 18 to 20 feet apart in any good, ordinary soil.

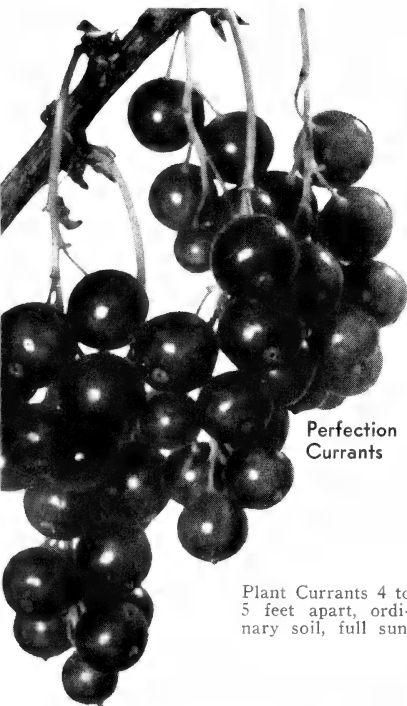
Stanley Prune

This is a Prune-type Plum, fine for cooking, fine for eating fresh. The fruit is large and dark blue; flesh greenish yellow; juicy, tender, firm, sweet; freestone; midseason. Cross between Agen and Grand Duke. Prices same as Plum trees above.

Stanley Prune

Red Lake Currants

Here is a brand new currant that stands head and shoulders above any variety formerly grown. The berries are big and the bunches long and well filled to the tip and the exceptionally long stems make them very easy to pick. The bushes are thrifty and extremely productive. Old little currants can now be discarded to make room for Red Lake. It's easy to grow and you will enjoy picking the big, long bunches. Ripens early mid-season, but holds on over a long period so it can be used or marketed as desired. It brings top prices on the market and is a splendid money-maker. Originated in the northwest where hardiness is essential and it is hardy. We suggest you order early as the supply is limited.



Perfection Currants

Plant Currants 4 to 5 feet apart, ordinary soil, full sun.

PRICES

Red Lake Currants

1 for \$.45	10 for \$2.45
3 for 1.00	25 for 5.95

Perfection Currants

All the good things we have said about the Gooseberries can be said for Currants with equal enthusiasm. They are good money-makers, and fine in the home garden. Excellent for pies and jams.

Perfection is one of the best. Berries are large and bright red and it is a heavy bearer of well filled bunches. Bears one year after planting.

PRICES, PERFECTION CURRANT

2-year plants.

1 for.....\$0.30	10 for.....\$2.25
3 for......85	25 for..... 4.95



Red Lake Currant

IMPORTANT

Orders for Gooseberries and Currants should be sent early. Not shipped after about May 10, because of their advanced condition.

Downing Gooseberries

Gooseberries are one of the most popular of small fruits. They are so excellent for jams, pies, and preserves, that they are indispensable in the home garden; and they are good money-makers. Very easy to handle—they do not crush easily, and carry well for long distances. We advise every home gardener to have at least three Gooseberry bushes, and commercial growers should have very many more.

The Downing variety is the most handsome and useful Gooseberry grown. Fruit is large and green with yellowish cast when fully ripened. Splendid for cooking and table use. Bears one year after planting.

Prices: Downing Gooseberry

1 for \$.35	10 for \$2.50
3 for .95	25 for 5.25

Plant Gooseberries 4 to 5 feet apart, ordinary soil, full sun.



Extra Plants

With Your Order

Turn to page 30 and see how to get most for your money.



Kellogg's

Plant Blackberries 5 to 7 feet apart, good soil, full sun; sandy loam ideal.

Blackberries

Nothing is more delicious than a dish of good Blackberries and cream, or a wonderful Blackberry pie. Order Kellogg's Blackberry plants for most profit and delight. We have the purest and cleanest strain obtainable.

ALFRED BLACKBERRIES

Alfred will really tempt your appetite, and add to your profits. The beautiful, glossy black berries measure $1\frac{1}{2}$ inches long and 1 inch across, and are almost free from seeds or core. The nicest of all Blackberries for eating fresh; you will come back for more. Fine for pies and jams. Order Kellogg's fast growing, healthy, quick-yielding plants. **HARDY!**

ELDORADO BLACKBERRIES

It will be a long time before any Blackberry will be very far superior to Eldorado. While we advise you to have the newer Alfred, we also advise you certainly to have Eldorado. Eldorado is a big, strong, hardy grower, and a heavy producer of big, sweet, delicious, jet black berries. Seldom injured by frost. Berries produced in large, beautiful clusters. They always bring top prices. We offer extra clean, pure, and healthy plants.

GET READY FOR PROFITS

Many fruits now considered novelties will be the money-makers a few years hence. **Be wise!** Order a few trial plants of all new items this year, then make your large plantings with confidence when you know from your own experience what they will do.

PRICES, ALFRED AND ELDORADO 1-Year Plants

12 plants.....	\$1.06	100 plants.....	\$ 5.19
25 plants.....	1.69	300 plants.....	13.69
50 plants.....	2.94	500 plants.....	20.62
1000 plants.....		\$37.50	

All plants are choice first grade stock.

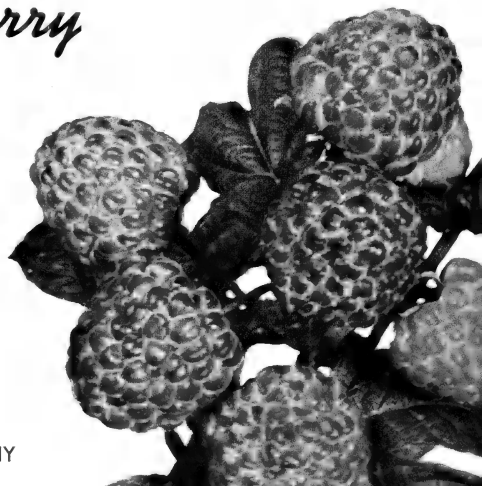
Sodus Purple Raspberry

Berries are large, firm, and attractive. Much superior to other purples. Do not crumble. Plants vigorous, hardy, productive—not easily subject to disease. Unique appetizing flavor.

SODUS PRICES: 1-Year Plants

12 plants.....	\$0.95	100 plants.....	\$ 4.55
25 plants.....	1.50	300 plants.....	12.00
50 plants.....	2.60	500 plants.....	18.00
1000 plants.....		\$35.00	

IMPORTANT! Better send your order for Blackberries early. For the past several years we have not had enough Blackberry plants. You can have the plants reserved by sending one-third of your remittance with your order, providing order amounts to \$5.00 or more. You may specify approximate shipping date, or we will ship at your planting time.



Red Raspberries

Order Red Raspberry plants early. Plants have been scarce for years. We will reserve the plants for one-third down payment.

ST. REGIS EVERBEARING. Bears fall and summer. Strong grower, heavy producer. Hardy in all climates. Berries medium large, bright red, delicious.

CHIEF. The Earliest Red. Hardy and healthy, heavy yielder, fine deep red fruit. Large, excellent shipper.

LATHAM. The Late Red. Berries nearly one inch, deep red, not crumbly, delicious. Bears heavily. Hardy nearly everywhere. Fruits for years.

PRICES, ST. REGIS, CHIEF, LATHAM 1-Year Plants

12 plants.....	\$0.85	100 plants.....	\$ 4.00
25 plants.....	1.20	300 plants.....	10.75
50 plants.....	2.45	500 plants.....	16.25
1000 plants.....	\$31.25		

Plant Red Raspberries 4 to 6 feet apart in rows which are 5 to 7 feet apart. Good soil, full sun.

Don't overlook Taylor and Indian Summer. Send a trial order, and see what they can do. See Below.

TAYLOR. Red. Bright, attractive, medium red, conical berries. Thick flesh, small cavities, firm. Plants vigorous and productive, canes sturdy.

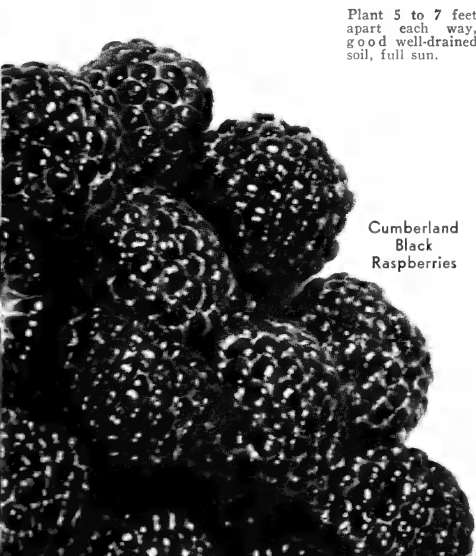
INDIAN SUMMER—Everbearing. Summer and autumn crop. Fine, large, delicious, medium red berries. September until frost. Very hardy.

PRICES

Taylor and Indian Summer	
12 plants.....\$0.85	100 plants...\$ 4.15
25 plants..... 1.35	300 plants... 10.95
50 plants..... 2.35	500 plants... 16.50
1000 plants.....	\$30.00



Indian Summer



Plant 5 to 7 feet apart each way, good well-drained soil, full sun.

Cumberland Black Raspberries

Black Raspberries

Good Black Raspberry plants are just as scarce as the Reds, and we urge you to order early. Don't forget that we will reserve the plants for you as stated at top of page.

LOGAN. Earliest of Blacks. Ripen a week ahead of Cumberland. Berries firm and solid—not crumbling—large, glossy, purplish black. Rich, spicy flavor. Sturdy grower, heavy yielder.

CUMBERLAND BLACK RASPBERRY. The best mid-season black. Hardy, fruitful, strong, tall grower. Large, delicious berries. Easily grown.

PRICES, LOGAN AND CUMBERLAND 1-Year Plants

12 plants.....	\$0.90	100 plants.....	\$ 4.20
25 plants.....	1.25	300 plants.....	11.25
50 plants.....	2.55	500 plants.....	17.00
1000 plants.....	\$33.00		

THREE RIVERS, MICHIGAN

[27]

A black and white photograph of a large horse-drawn wagon. The wagon is labeled "FONVILLE FRUIT FARM" and "R.M. KELLOGG". It is loaded with several crates. A horse is harnessed to the front of the wagon. Several men are standing around the wagon, some holding crates. The scene is outdoors on a dirt road or field.

Whoa dobbin! Can't you just imagine how successfully this old horse and buggy would compete with the modern delivery truck? Yet, it was quite up-to-date at the time the picture was taken.



For over fifty-seven years Kellogg's have used the most up-to-date methods. That's one reason we can give you such high quality plants and fine service.

GUARANTEE

We guarantee stock to be just as represented or orders refilled for free. We further warrant all stock to be carefully packed and shipped in good growing condition, and if this stock is properly and carefully planted, watered, and cared for, it will grow and give satisfactory results.

We cannot guarantee continuous growth since this depends upon the care you give the plants and also upon your local conditions. However, where failure of plants to ever grow is due to arrival in poor condition, we will replace the unsatisfactory plants without charge, providing reports are received prior to June 30th.

No refills will be made for failure of plants after June 30th unless a preliminary report is received prior to that date.

It is mutually agreed that in any event we shall not be liable for a stock above the purchase price of the stock.

Refills per this guaranty will be made during the current shipping season if reports are received in time. Otherwise they will be made during the following season. Plants and other nursery stock sent as ordered, and received in good condition, cannot be returned for credit and we accept no obligation for their return.



Here is one operation that hasn't changed much, because we still find hand digging to be best. Plants come out uninjured, and in good condition for shipping.

We Used to be Modern



No "monkey-work" on the Kellogg farms. R. M. Kellogg had been an army officer, and maintained army precision. Here his "Kellogg Brigade" is drawn up for roll call before work.



Above
Here's our "Modern" packing house, a real "bee hive" of activity. All shipments were triple inspected, because Kellogg wanted plants to reach customers in good growing condition. We still want it that way, and receive frequent compliments on our packing.



Above
In olden times, the express company opened a branch office in our packing house. It does the same today, and last spring used a twenty-four hour force, in order to get shipments to you promptly; at times, a dozen men.



We'll see the gal with the big sleeves, at the big "modern" typewriter. And there's the postman with the mail! You should see our offices now; few have better equipment or personnel.

Here are the plants on their way to you, all carefully packed and labeled. Now big modern trucks rush to the nearest main-line railroad. Our service covers many miles.



Here is a big load of catalogs ready for the Post Office. Today, we mail 80 to 90 tons of books and literature a year.

FREE! PLANTS

The larger your order, the larger your free value. Read this page carefully.

With Your Order

\$1 Value
with a
Free \$5 Order

Now you can have a \$1.00 value free of extra charge with each \$5.00 cash value that you order. A \$10.00 order earns a \$2.00 value free, a \$15.00 order earns a \$3.00 value free, etc.

You may select any nursery stock you wish from this catalog as your free value.

\$2 Value
with a
Free \$10 Order

Watch Your Order

Often orders amount to \$4.75, \$4.85 or some similar amount. A \$4.85 order does not get the \$1.00 value free, but by ordering only 15c worth more, you raise your order to a \$5.00 order, and are entitled to the extra \$1.00 value. 25c worth more added to a \$4.75 order does the same, etc.

\$3 Value
with a
Free \$15 Order

Guaranty

Stock given you as premium value is the same that you would get if you paid cash, and is covered by the same guaranty. This stock must reach you in good growing condition or order refilled free of charge.

R. M. KELLOGG COMPANY
THREE RIVERS, MICHIGAN

\$4 Value
with a
Free \$20 Order

\$5 Value
with a
Free \$25 Order

Please

Use the order blank enclosed for your order, or tabulate neatly.

All Prices in this book expire June 30, 1942.

HOW TO ORDER

PAYMENT in full should accompany all orders of \$5.00 or less. With larger orders you may send one-third with order, balance when you want shipment. **No C. O. D.**

SHIPPING TIME. It is best to leave the shipping time to us, since this varies from year to year, but you may indicate the approximate

time you want the plants shipped, and we will ship between the dates indicated. Check **REGULAR** if you want us to use our own judgment.

SEND MONEY accepted safe methods. Unregistered currency sent at your risk.

EXPRESS RATES have recently been reduced for nursery stock, so that express is usually the cheaper

and better method. Unless you instruct us differently, or unless parcel post is really best, we will ship express. You are to pay shipping charges.

All Members of a Family should preferably order under one name. **Cancellations** or changes not permissible during shipping season. **Plants not returnable for credit.**

Don't Forget

You May Have

\$1⁰⁰

Value

Free

**of Extra Charge
with every \$5⁰⁰
Value that You Order**

The free value increases with the size of your order. For example:

With a \$5.00 order you select a \$1.00 value free of charge.

With a \$10.00 order you select a \$2.00 value free of charge.

With a \$15.00 order you select a \$3.00 value free of charge.

With a \$20.00 order you select a \$4.00 value free of charge.

—and so on.

You may select any nursery stock you wish from this folder or from our catalog as your free value. Stock selected as premium value, is the same that you would get if you paid cash, and is covered by the same guaranty. It must reach you in good growing condition or order refilled free of charge.

Watch Your Order

Often orders amount to \$4.75, \$4.85 or some similar amount. The \$4.85 order does not get the \$1.00 value free, but by ordering only 15c worth more, the order would be raised to \$5.00, and the extra \$1.00 value would be earned. 25c worth added to a \$4.75 order does the same, etc.

R. M. Kellogg Company, Three Rivers, Mich.

Please Read!

How to Order

Please use the order blank enclosed, or tabulate neatly.

PAYMENT in full should accompany all orders of \$5.00 or less. With larger orders you may send one-third with order, balance when you want shipment. **No C.O.D.**

IF THERE IS NO EXPRESS OFFICE in your town, write name of nearest express town and distance from you in space provided on order blank.

SHIPPING TIME. It is best to leave the shipping time to us, since this varies from year to year, but you may check the approximate time you want the plants shipped in space provided on the order blank, and we will ship between the dates indicated. **Check REGULAR if you want us to use our own judgment.**

SEND MONEY by postal, express or bank money order, or registered letter. Unregistered currency sent at your risk.

Guaranty

We guarantee stock to be just as represented or orders refilled free; we further warrant all stock to be carefully packed and shipped in good growing condition, and if this stock is properly and carefully planted, watered, and cared for, it will grow and give satisfactory results.

We cannot guarantee continuous growth since this depends upon the care you give the plants and also upon your local conditions. However, where failure of plants to grow is due to arrival in poor condition, we will replace the unsatisfactory plants without charge, providing reports are received prior to June 30th.

No refills will be made for failure of plants after June 30th unless a preliminary report is received prior to that date.

It is mutually agreed that in any event we will not be liable for more than the purchase price of the stock.

EXPRESS SHIPMENT. Express rates have recently been reduced for nursery stock, so that now express is usually the cheaper and better method. Therefore, unless we are especially instructed to the contrary, or unless we find parcel post really to your advantage, we will ship your order by express.

SHIPPING CHARGES. You are to pay shipping charges. On express shipments you pay the express company upon delivery; on parcel post shipments you remit postage to us after shipment is completed.

ALL MEMBERS OF A FAMILY should preferably order under one name.

CANCELLATIONS, or changes not permissible during shipping season. **Plants not returnable for credit.**

ALL PRICES expire June 30th.

Refills per guaranty at left will be made during the current shipping season if reports are received in time. Otherwise they will be made during the following season. Plants and other nursery stock sent as ordered, and received in good condition, cannot be returned for credit and we accept no obligation for their return.



**R. M.
Kellogg Co.
Three Rivers, Mich.**

R. M. Kellogg Co.

Cash \$**Clk. \$**

St. \$

M. O. \$Ship to
(Name).

Address

Town

State

Express

Office

Distance

Miles

SHIP

☐ **Mar. 15 to 31**☐ **Apr. 16 to 30**☐ **After May 10**☐ **Apr. 1 to 15**☐ **May 1 to 10**☐ REGULAR[illegible]

If necessary, continue order on other side.

[illegible]

Yes! We will Answer Your Letters

We Give **FREE SERVICE** *on all your Planting Problems*

Over 50 years ago R. M. Kellogg, pencil in hand, sat down in his "writing chair" to answer a customer's letter. He wrote in longhand, using the broad writing arm of his "writing chair" as a desk. Since then, Kellogg's Free Service Department has grown to an important service. Several skilled correspondents, and stenographers keep busy answering your letters. Our expert field men come in daily to give their expert advice. A skilled checker goes over each letter carefully before mailing to be sure that all questions are answered completely and correctly. Every care is taken, so that you can profit.

Home gardener or commercial grower, beginner or man of experience, letters from all of you receive the same careful care.

Write us and we will answer gladly, and help you with your plans and problems, whether they pertain to a pending order, or to plants already growing on your grounds. Over 55 years of experience are behind us. We can help you and will help you gladly.

R. M. KELLOGG COMPANY

Three Rivers, Michigan

Please

Here are a few requests we make regarding your letters:

(1) **Please Write Plainly** on one side of the sheet only; leave margins at the sides, and space between questions.

(2) **If You Want Us to Recommend Number of Plants**, give size of ground—number of acres, or dimensions in feet or yards.

(3) **If You Want Us to Recommend Varieties**, describe your soil. Tell us what vegetables, flowers, or other crops already grow successfully. Don't send soil samples. Answers to the foregoing questions serve much better.

(4) **State What Type Plants You Are Interested In**—Boysenberries, Blueberries, Strawberries, Cane Plants, Grapes, etc. We will answer all questions, and there are very few that baffle us. The chances are that most questions you may ask have been answered before, so don't hesitate to write. The biggest cause of failure to answer questions is due to

illegible writing, so again we urge you to write plainly, with questions well spaced.

Write today and see what Kellogg's Free Service can do for you.

WE HELP WITH YOUR ORDER

We can tell you what plants you need, and make out an order for your approval.



Kellogg's Money Maker Quarter Acre!

Kellogg's Money-Maker Quarter-Acre is for those who really want to make money. Most people want their own businesses, and Kellogg's Money-Maker Quarter-Acre has proven an ideal start, because it is composed of the four best money making varieties, which fruit over a long season.

You receive:

500 Kellogg's Premier (early).....	\$ 4.55
500 Catskill (midseason).....	3.55
500 Blakemore (midseason).....	3.55
500 Kellogg's Big Late (late).....	4.00

\$15.65

The saving offered on Kellogg's Money-Maker Quarter-Acre is the most liberal in our catalog, because we want to cooperate fully with you who want profits. Order now and have your plants reserved.

Special Price

Only \$11.75

You Save

\$3.90

R. M. KELLOGG COMPANY

Three Rivers, Michigan

Now is
the time
to plant
for profit.

**BANK
BOOK**